

ORDER



Orders
Order / Rev: 698151 - 2
Alt Order #: 06225653
Product Desc: BEAN FOR FL SENATE
Estimate: 222
Flight Dates: 08/07/12 - 08/14/12
Original Date / Rev: 07/06/12 / 08/08/12
Order Type: Core

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bean, A/ R / FI Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/14/12 | 24 | \$2,220.00 | \$1,887.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| August 2012 | 24 | \$2,220.00 | \$1,887.00 | 0.00 |
| Totals | 24 | \$2,220.00 | \$1,887.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|---------|-------|-------------|
| WJXX-TV | 7% | \$2,220.00 |
| Market | 100% | \$31,714.29 |


Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WAWS | 7% | \$2,220.00 |
| WCWJ | 0% | \$0.00 |
| WJXT | 25% | \$7,928.57 |
| WTEV | 23% | \$7,294.29 |
| WTLV | 38% | \$12,051.43 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-----------------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| 1 | WJXX | 08/07/12 | 08/10/12 | GMJ M-F 6a-7a | CM | M-F 6a-7a | - TWTF - - | :30 | 4 | \$50.00 | P-3 | 0.00 | NM | 4 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | - TWTF - - | | | 4 | | | \$50.00 | | 0.00 | | | |
| 2 | WJXX | 08/07/12 | 08/10/12 | Good Morning America M-F 7a-9a | CM | M-F 7a-9a | - TWTF - - | :30 | 4 | \$55.00 | P-3 | 0.00 | NM | 4 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | - TWTF - - | | | 4 | | | \$55.00 | | 0.00 | | | |
| 3 | WJXX | 08/07/12 | 08/10/12 | FCN News at 7p M-F 7-7:30p | CM | M-F 7p-7:30p | - 1111 - - | :30 | 4 | \$180.00 | P-3 | 0.00 | NM | 4 | \$720.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 08/06/12 | 08/12/12 | - 1111 - - | | | 4 | | | \$180.00 | | 0.00 | | | |

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 Alt Order #: 06225653
 Flight Dates: 08/07/12 - 08/14/12

Advertiser: Bean, A/ R / FI Senate
 Product Desc: BEAN FOR FL SENATE
 Estimate: 222
WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-----------|-------------------|--|-------------------------------|-------|-----------------------|------------------|---------------|-------------|-----------------------|---------------|------------|-------------|-------|----------|
| 3 | WJXX | 08/07/12 | 08/10/12 | FCN News at 7p M-F 7-7:30p | CM | M-F 7p-7:30p | - 1111 - - | :30 | 4 | \$180.00 | P-3 | 0.00 | NM | 4 | \$720.00 |
| | | | | 2X MAX/DAY | | | | | | | | | | | |
| 4 | WJXX | 08/07/12 | 08/10/12 | 4:30-5p 7/30-8/10 Extra | CM | M-F 4:30-5p | - 2222 - - | :30 | 8 | \$150.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | | | 2X MAX/DAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 08/06/12 | 08/12/12 | - 2222 - - | | 8 | | | \$150.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 2 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 3 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 4 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 5 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 6 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 7 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 8 | WJXX | 08/06/12-08/12/12 | 4:30-5p | | | M-F 4:30-5p | - TWThF - - - - | :30 | | (\$150.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 5 | WJXX | 08/07/12 | 08/10/12 | Nightline Nightline | CM | M-F 11:35p-12:05a | TWTF - - | :30 | 4 | \$85.00 | P-3 | 0.00 | NM | 4 | \$340.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 08/06/12 | 08/12/12 | - TWTF - - | | 4 | | | \$85.00 | | 0.00 | | | | |
| 6 | WJXX | 08/10/12 | 08/10/12 | Fri Prime C 20/20 | CM | Fri 10p-11p | - - - - F - - | :30 | 1 | \$900.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 08/06/12 | 08/12/12 | - - - - F - - | | 1 | | | \$900.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WJXX | 08/06/12-08/12/12 | Fri Prime C | | | Fri 10p-11p | - - - - F - - | :30 | | (\$900.00) | | 0.00 | NM | | |
| | | | See MG 6.2 | | | | | | | | | | | | |
| | | | [Program change. Now 2hr 20/20 use fri prime other] | | | | | | | | | | | | |
| 2 | WJXX | 08/06/12-08/12/12 | Fri Prime Other | | | Prime Special | - - - - F - - | :30 | | (\$900.00) | | 0.00 | NM | | |
| | | |  Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 7 | WJXX | 08/11/12 | 08/11/12 | GMA Saturday GMA Saturday | CM | GMA Saturday | - - - - - S - | :30 | 1 | \$70.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 08/06/12 | 08/12/12 | - - - - - S - | | 1 | | | \$70.00 | | 0.00 | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WJXX | 08/06/12-08/12/12 | GMA Saturday | | | GMA Saturday | - - - - - Sa - - | :30 | | (\$70.00) | | 0.00 | NM | | |
| | | | Credited | | | | | | | | | | | | |
| | | | [CR] | | | | | | | | | | | | |
| 8 | WJXX | 08/12/12 | 08/12/12 | GMJ Sunday GMJ Sunday | CM | Sun 7a-730a | - - - - - S | :30 | 1 | \$40.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | Week: | 08/06/12 | 08/12/12 | - - - - - S | | 1 | | | \$40.00 | | 0.00 | | | | |

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Estimate: 222

WJXX-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|------------------|-------------------|-----------------|--|-------|-----------------------|-----------------|---------------|-------------|-----------------------|-----|------------|-------------|-------|------------|
| 8 | WJXX | 08/12/12 | 08/12/12 | GMJ Sunday GMJ Sunday | CM | Sun 7a-730a | -----S | :30 | 1 | \$40.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/06/12 | 08/12/12 | -----S | | 1 | | | \$40.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WJXX | 08/06/12-08/12/12 | | GMJ Sunday | | Sun 7a-730a | -----Su | :30 | | (\$40.00) | | 0.00 | NM | | |
| | Credited [CR] | | | | | | | | | | | | | | |
| 9 | WJXX | 08/12/12 | 08/12/12 | First Coast News On Point First Coast News On Point | CM | First Coast News C- | -----S | :30 | 1 | \$50.00 | P-3 | 0.00 | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/06/12 | 08/12/12 | -----S | | 1 | | | \$50.00 | 0.00 | | | | | |
| 10 | WJXX | 08/12/12 | 08/12/12 | This Week 10A Sun 10a-11a - eff 6/7 | CM | Sun 10a-11a - eff 6- | -----S | :30 | 1 | \$145.00 | P-3 | 0.00 | NM | 1 | \$145.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/06/12 | 08/12/12 | -----S | | 1 | | | \$145.00 | 0.00 | | | | | |
| 11 | WJXX | 08/13/12 | 08/14/12 | GMJ M-F 6a-7a | CM | M-F 6a-7a | MT----- | :30 | 2 | \$50.00 | P-3 | 0.00 | NM | 2 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 2 | | | \$50.00 | 0.00 | | | | | |
| 12 | WJXX | 08/13/12 | 08/14/12 | Good Morning America M-F 7a-9a | CM | M-F 7a-9a | MT----- | :30 | 2 | \$55.00 | P-3 | 0.00 | NM | 2 | \$110.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 2 | | | \$55.00 | 0.00 | | | | | |
| 13 | WJXX | 08/13/12 | 08/14/12 | FCN News at 7p M-F 7-7:30p | CM | M-F 7p-7:30p | MT----- | :30 | 1 | \$180.00 | P-3 | 0.00 | NM | 1 | \$180.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 1 | | | \$180.00 | 0.00 | | | | | |
| 14 | WJXX | 08/13/12 | 08/14/12 | Local non-prime Specials Local non-prime Specials | CM | Various | MT----- | :30 | 1 | \$275.00 | P-3 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 1 | | | \$275.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WJXX | 08/13/12-08/19/12 | | Local non-prime Specials | | Various | MT----- | :30 | | (\$275.00) | | 0.00 | NM | | |
| | Credited [CR] | | | | | | | | | | | | | | |
| 15 | WJXX | 08/13/12 | 08/14/12 | Nightline Nightline | CM | M-F 11:35p-12:05a | MT----- | :30 | 1 | \$155.00 | P-3 | 0.00 | NM | 1 | \$155.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 1 | | | \$155.00 | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 24 | \$2,220.00 |